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CLAIMS

1. Cosmetic or personal care composition comprising:
gelled particles, wherein the gelled particles comprise
5 water and at least 80% by volume of the particles have an
aspect ratio of at least 2 and a maximum width of 100µm;
and at least one cosmetically acceptable material
selected from surfactants, hair conditioning agents,
perfumes or fragrances and hair styling polymers.
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2. Composition as claimed in claim 1, wherein at least 50% by
volume of the particles have an aspect ratio of at least 5
and a maximum width of 40µm.
- 15 3. Composition as claimed in claim 1 or claim 2, wherein at
least 20% by volume of the particles have an aspect ratio
of at least 10 and a maximum width of 20µm.
4. Composition as claimed in any one of claims 1 to 3,
20 wherein at least 5% by volume of the particles have an
aspect ratio of at least 50 and a maximum width of 2µm.
5. Composition as claimed in any one of claims 1 to 4,
wherein greater than 90% of the particles have a minimum
25 width of 0.5µm.
6. Composition as claimed in any one of claims 1 to 5,
wherein the gelled particles comprise a gelling polymer.

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7. Composition as claimed in claim 6, wherein the gelling polymer is selected from kappa-carrageenan, gellan, gelatin and alginate.
- 5 8. Composition as claimed in claim 7, wherein the gelling polymer is kappa-carrageenan.
9. Composition as claimed in any one of claims 1 to 8, wherein the gelled particles are present in the
10 composition in an amount of from 0.1% to 60% by volume of the composition.
10. Composition as claimed in any one of claims 1 to 9, which is a hair treatment composition.
- 15 11. Composition as claimed in claim 10, which is a shampoo composition comprising from 1% to 50% by weight of one or more surfactants.
- 20 12. Composition as claimed in claim 10, which is a hair conditioning composition comprising from 0.1% to 30% by weight of at one or more hair conditioning agents.
- 25 13. Composition as claimed in claim 10, which is a hair styling composition comprising from 0.1% to 10% by weight of one or more hair styling polymers.
- 30 14. Composition as claimed in any one of claims 1 to 13, wherein the gelled particles comprise a hair benefit agent.

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15. Composition as claimed in claim 14, wherein the hair benefit agent is selected from hair and skin conditioners, hair and skin cleansers, hair fixatives, hair dyes, hair growth promoters, permanent wave compounds, hair relaxers, hair straighteners, antibacterial compounds, antifungal compounds and anti-inflammatory compounds.
16. Method of treating hair comprising applying to the hair a composition comprising gelled particles comprising water, wherein at least 80% by volume of the particles have an aspect ratio of at least 2 and a maximum width of 100 μm .
17. Method as claimed in Claim 16, wherein the composition is a composition according to any one of Claims 1 to 15.
18. Use of gelled particles comprising water wherein at least 80% by volume of the particles have an aspect ratio of at least 2 and a maximum width of 100 μm in a cosmetic or personal care composition.
19. Use of gelled particles comprising water wherein at least 80% by volume of the particles have an aspect ratio of at least 2 and a maximum width of 100 μm for the delivery of at least one hair benefit agent to the hair.
20. Use of gelled particles comprising water wherein at least 80% by volume of the particles have an aspect ratio of at least 2 and a maximum width of 100 μm for providing textural properties to a cosmetic or personal care composition.

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21. Process for producing a cosmetic or personal care composition according to any one of Claims 1 to 15 which comprises forming the gelled particles and then bringing the gelled particles into contact with the at least one cosmetically acceptable material.
22. Process as claimed in Claim 21 wherein the gelled particles are formed by a method comprising the steps of:
- a) mixing two aqueous phases each comprising a polymer, wherein at least one of the polymers is a gelling polymer;
 - b) treating the mixture according to a) such that one of the phases is present in the form of droplets in the second phase;
 - c) subjecting the mixture to shear flow; and
 - d) causing the polymer to gel during or after step (c).
23. Process as claimed in Claim 22 wherein step (c) is carried out in a flow through device, or an array of parallel flow through devices that are adapted to subject the mixture to shear flow.
24. Process for producing a cosmetic or personal care composition according to any one of Claims 1 to 15 that comprises a surfactant, which process comprises forming the gelled particles in the presence of the surfactant.